

# Lamiaa Farouk Mohamed El.Azzazy

DEPUTY DIRECTOR

## CONTACT

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## EDUCATION

March 2024

CARDIFF METROPOLITAN  
UNIVERSITY, WALES, UK

- Doctor of Philosophy (PhD),  
Micro - Finance, School of  
Management
- [Thesis link](#)

June 2009

ARAB ACADEMY FOR  
SCIENCE, TECHNOLOGY AND  
MARITIME TRANSPORT,  
CAIRO. AASTMT

- MBA , Major Finance
- Excellent with honor

June 2003

ARAB ACADEMY FOR  
SCIENCE, TECHNOLOGY AND  
MARITIME TRANSPORT,  
CAIRO. AASTMT

- Bachelor of Business
- Major Finance
- Excellent with honor

## PROFILE

I have spent the past 20 years teaching strategic management, finance, and entrepreneurship at the university level, impacting countless students. My passion lies in empowering the next generation, which I do through my work at the University of London RTC in AAST as deputy director as well as lecturer. My academic journey started with a Bachelor's in Business Administration, majoring in finance from AAST, followed by an MBA. and a Ph.D. in Microfinance from Cardiff Metropolitan, UK. Learning never stops for me, and I'm constantly seeking new knowledge and experiences.

Beyond academics, I am deeply passionate about youth development and social good. I founded a Business Case Competition for high school students, fostering their entrepreneurial spirit, and actively support micro and small startups. I also volunteer with NPO on developing Micro-projects for helping underprivileged communities build sustainable livelihoods.

## WORK EXPERIENCE

### University of London, at AASTMT, Smart Village Branch, Cairo

#### Deputy Director

2017 - PRESENT

- Assisting the director in developing and implementing the department's strategic vision and goals.
- Providing leadership and mentorship to staff members.
- Representing the department in meetings and committees with UoL and LSE.
- Overseeing the quality and standards of the academic program, making sure it is aligned with LSE standards and regulations.
- Supporting faculty development and research initiatives.
- Supporting students development not only academic but also developing their skills and providing internships, to give them hands on experience.
- Overseeing departmental staff and ensuring smooth operations.

#### Full time Professor

2017 - PRESENT

- Developed and delivered curriculum for Management, Strategic Management, and Study Skills courses, fostering a strong foundation in business principles for UoL.AAST students.
- Cultivated a student-centered learning environment by employing interactive teaching methods (e.g., case studies, simulations, group projects) to enhance engagement and knowledge retention.
- Mentored students, contributing to improved success and satisfaction

# TRAINING & DEVELOPMENT

June 2024

INTELLECT

- Career Coaching Certificate

May 2024

- Personal Branding Masterclass

February 2024

AASTMT

- AI in Research Masterclass

October 2023

AASTMT

- IP rights for Academics Masterclass

## SKILLS

- Youth Development
- University Teaching
- Community Service
- Project Management
- Public Relations
- Leadership
- Academic Marketing

## LANGUAGES

- Arabic (Fluent)
- English (Fluent)

### AASTMT-College of Management & Technology , Cairo Campus

#### Full time Lecturer

2011 - PRESENT

- Developed and delivered a wide range of business courses to over 2600 students, encompassing Financial Markets & Institutions, Financial Analysis, Strategic Management, Production & Planning Control, Entrepreneurship, and Logistics Management.
- Employed engaging and interactive teaching methods to foster a strong understanding of core business principles in classes averaging 100 students per semester, between AAST and UoL.

#### Full time Assistant Lecturer

2009 - 2011

- Supported senior faculty in delivering instruction for business courses, including Financial Markets & Institutions, Financial Analysis, Strategic Management, Production & Planning Control, Operations Management, and Logistics Management.
- Developed teaching skills through classroom assistance, preparation of instructional materials, and interaction with students.

#### Full time Teaching Assistant

2004 - 2009

- Provided comprehensive teaching support to faculty in delivering courses on Financial Markets & Institutions, Financial Analysis, Strategic Management, Production & Planning Control, Operations Management, and Logistics Management.
- Gained foundational experience in course development, including assisting with the creation of exams, grading assignments, and providing feedback to students.

### Cardiff Metropolitan University international program , Cairo Campus

#### Full time Lecturer

2009- 20012

- Employed engaging and interactive teaching methods that fostered critical thinking, problem-solving skills, and real-world application of knowledge, as emphasized by Cardiff Met's Learning, Teaching & Assessment Strategy.
- Developed and delivered a comprehensive business curriculum, encompassing a wide range of courses (Financial Markets, Analysis, Management, Strategy, Production Control, Logistics) aligned with Cardiff Metropolitan University's learning standards.

# PERSONAL DATA

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Date of Birth : 1/1/1982  
Nationality : Egyptian  
Marital Status : Single

# PROJECTS

● **Founder of “ Business Case Competition” for high school students** 2022 - PRESENT

- Mission: Founded BCC to empower high school students with a deeper understanding of Social Science disciplines (Strategic Management, Economics, Finance, Marketing).
- Format: BCC is a boot camp with interactive sessions led by industry experts.
- Curriculum: Hands-on experience through case studies, culminating in a business plan pitch competition.
- Career Development:  
It also includes motivational talks from guest speakers, team-building activities, life coaching sessions.
- Schedule: Held twice a year (previously February & October 2023).
- Next Boot camp: October 2024.

# VOLUNTARY ACTIVITIES WITH NGOS

● **Life Makers NGO** 2012 - 2014

- Empowered low-income women to become entrepreneurs by providing financial literacy training, micro-finance project management guidance, and business skills development. This included teaching them how to handle a business, from budgeting and marketing to customer service and operations. in Which 20 of them started their own business.
- Supported the Corporate Social Responsibility (CSR) unit in developing and implementing social impact initiatives

● **Zedny NGO** 2006 - 2009

- Designing Management, Marketing and Finance courses
- Recruiting instructors for the courses

# REFERENCE

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To be furnished upon request.